



TIPSY MOOSE TAP & TAVERN

Topsy Moose to Expand Nationwide with New Franchise Opportunities

(Latham, NY - October 8, 2024) Topsy Moose Tap and Tavern today announced its expansion from a beloved local eatery to a national franchise model. With its unique and ever-evolving menu, warm Adirondack-themed ambiance and commitment to quality, Topsy Moose is poised to become a favorite with food enthusiasts in communities around the country, just as it is here in the Capital Region.

Founded in 2016 by Brendan Brader and Rob Tario, Topsy Moose's first spot in Latham quickly became a local sensation, and two more locations quickly followed in Troy and Albany. Known for its innovative mac and cheese combinations, pulled pork, beer battered sandwiches and burgers - each with a Moose-branded bun- there's something for everyone on the menu, which appeals to both pub traditionalist and the more adventurous diner. The popularity of weekly taco Tuesday specials inspired Brader and Tario to expand beyond the Moose with Topsy Taco Cantina, a Mexican inspired restaurant featuring the expected staples, seasonally influenced shareables, fresh salsa, queso, guacamole and an extensive tequila selection.

Topsy Moose bar boasts an extensive draft selection, with several locally produced beers and ciders and they are one of the biggest Moosehead Lager accounts in the country. Some of its most popular specialty cocktails are made with Topsy Moose's very own brand of coffee maple whiskey. Just three years ago, Tario tapped Albany Distilling Company to mass produce his proprietary coffee maple whiskey, which had previously been distilled in-house at all three locations using a cold drip coffee tower. High demand led to a larger-scale operation and now guests at all locations are assured their favorite drink is waiting for them in a beautifully branded one-liter bottle to be enjoyed in-house.

Topsy Moose's executive team has also developed partnerships with New York City-based Topsy Scoop, which blended its artisanal, hand-crafted ice cream with the Topsy Moose's coffee maple whiskey for a boozy sweet treat. Other collaborations include Cider Belly Doughnuts, Upstate Cookie Shack, Nine Pin, Speckled Pig, Captain Lawrence, Wolf Hollow and Lough Gill Brewery in Sligo, Ireland.

Now Brader and Tario are working with the talented team at Franchise Creator, a full-service franchise development company, and hope to share their vision and introduce all the Topsy Moose has to offer with new owners and the communities they serve. Each location will be modeled after the originals, with the relaxing, laid-back, cabin ambiance and warm hospitality.

"When the first Topsy Moose opened eight years ago in a small spot with limited parking, we had high hopes for success, but never could have predicted how well-received and loved it's become," said Tario. "It was a dream to bring a piece of the Adirondacks and my childhood to life, combined with my love for the restaurant business. I am eternally grateful to everyone who has supported the Moose. None of this would be possible without family, friends, and patrons. It's a privilege to serve people and I hope expanding through franchising allows future owners to enjoy this as much as I do."

"We are excited for the opportunity to continue to expand the Topsy Moose family," said Brader. We believe our family friendly atmosphere, imaginative menu and charming, small physical blueprint have created a proven and resilient business model. We want our future franchise partners to have an experience like ours and hope they're as well-received in their hometowns as we've been in ours, which is why we've done all we can to make this process as enjoyable as possible. We've grown a lot over the years and are ready to share all we've learned."

"Topsy Moose checks all of the boxes when it comes to preparing for a franchise launch," said Joseph O'Hayon, senior executive consultant at Franchise Creators. "Rob and his team are smart, motivated and they've built a strong brand. We're very excited to begin the franchise onboarding and expect immense success."

Franchise Opportunities Now Available

Tipsy Moose Tap and Tavern is ready to partner with passionate and driven individuals. Franchisees will benefit from comprehensive training, ongoing support and access to a trusted brand with a strong following.

Some key benefits of owning a Topsy Moose include:

- **Proven Business Model:** With years of successful operations, Topsy Moose offers a blueprint for success in the restaurant industry.
- **Extensive Support:** From location scouting and marketing strategies to employee training, franchisees receive top-tier support every step of the way.
- **Brand Recognition:** Tap into a growing brand known for its delicious offerings and exceptional service.
- **Flexible Investment:** Franchise opportunities are available in multiple formats, ranging from dine-in experiences to quick-service models.

Potential franchisees can learn more about this exciting opportunity by visiting <https://www.tipsyoosefranchise.com> or contacting our franchise team at 518.763.5919